FILE COPY

RECEIVED FEB 2 0 1996

R J Reynolds Tobacco Company

L. T. POOLE
Regional Sales Manager

11260 Cornell Park Drive
Cincinnati, OH 45242
513-489-8616
Fax 513-489-5145

February 16, 1996

To: L. K. Brubaker
M. N. Miller
D. T. Parnell
T. L. Sampson
S. D. Zaleskin

Gentlemen:

As you can see from the attached productivity model, we are one of the highest in the country on PB-OB. Dave has asked that as a best practices sharing, we give him some input on how we do this.

Please give me three or four bullets for your Division on what you are doing to make this happen. I would appreciate this information on or before **March 1st.**

Thank you.

2/21/96

Sincerely,

Larry

L. T. Poole

Larry,

Some of the reasons our division is strong with this number is as follows:

1) Preback thru D/A's to stick on our P. Gap / Ceiling Product.
2) We strive to order extra product for our temp. displays & our PODs.
3) Quality R. Reps that o/o to fill our Displays & correct o/o's in Chains & Independents.

Hope this help!

51861 9929

Source: https://www.industrydocuments.ucsf.edu/docs/jspm0000